

# CONTRACT



**Journal Broadcast Group**  
**720 E Capitol Dr**  
**Milwaukee, WI 53212-1308**  
**(414)332-9611**

www.todaystmj4.com

And:

**American Media & Advocacy Group**  
**815 Slaters Lane**  
**Alexandria, VA 22314**

<u>Contract / Revision</u> 350528 /		<u>Alt Order #</u> 06844377
<u>Product</u> <b>Pro Thompson</b>		
<u>Contract Dates</u> <b>08/22/12 - 09/10/12</b>	<u>Estimate #</u> <b>3059</b>	
<u>Advertiser</u> <b>American Chemistry Council</b>		<u>Original Date / Revision</u> 08/21/12 / 08/21/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> <b>WTMJ</b>	<u>Account Executive</u> Anjanette Brady	<u>Sales Office</u> Petty-Philadelph
<u>Special Handling</u>		
<u>Demographic</u> Households		
<u>IDB#</u>	<u>Advertiser Code</u> 198	<u>Product Code</u> 462
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WTMJ	08/26/12	09/09/12	Today Show Sunday	7a-8a		:30			NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	-----S				1	\$400.00			
	Week:	08/27/12	09/02/12	-----S				1	\$400.00			
	Week:	09/03/12	09/09/12	-----S				1	\$400.00			
N 2	WTMJ	08/26/12	09/09/12	Live at Daybreak-Sun. 8a-9a	8am-9am		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	-----S				1	\$350.00			
	Week:	08/27/12	09/02/12	-----S				1	\$350.00			
	Week:	09/03/12	09/09/12	-----S				1	\$350.00			
N 3	WTMJ	08/25/12	09/08/12	Live at 5 Saturday	5p-530p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/20/12	08/26/12	-----S-				1	\$650.00			
	Week:	08/27/12	09/02/12	-----S-				1	\$650.00			
	Week:	09/03/12	09/09/12	-----S-				1	\$650.00			
<b>Totals</b>											<b>9</b>	<b>\$4,200.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/26/12	3	\$1,400.00	\$1,190.00
08/27/12 - 09/09/12	6	\$2,800.00	\$2,380.00
<b>Totals</b>	<b>9</b>	<b>\$4,200.00</b>	<b>\$3,570.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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